

rent. Many theatre troupes stayed at the McMullin House when they played Heber. Mrs. McMullin was a good housekeeper, and many young girls of the community who worked for her were taught the principles of good homemaking and cooking in addition to earning their salary. The Ashton Hardware store now stands where the old McMullin House was located.



The Heber City business district, as it appeared in 1916 is shown in this photograph looking south from First North Street. Businesses shown are the Heber Confectionary and Bakery, barber shop, pool hall, Buell's general merchandise store, Mark Jeff's store, Simon Epperson's Livery Stable and Turner's Store.

Heber's main hotel for many years, the Duncan House, was built in the Spring and Summer of 1885 and opened for business in August of that year. It was owned by John Duncan and his wife, with Mrs. Duncan serving as general manager.

At the time it opened, the Duncan House boasted eight bedrooms, office, sitting room, dining room and kitchen. A few years later the hotel was expanded to a rock building just south of the hotel, a 15 by 36 foot kitchen was added and then later a frame cottage was built with more rooms.

Mrs. Duncan managed the hotel until her death in 1900, when Mr. Duncan and his daughter took over the management. The daughter, Gertrude, married E. H. Rhead, Jr., and on Dec. 1, 1904, Mr. and Mrs. Rhead leased the hotel from Mr. Duncan and began operating it. They made further expansions during 1905, improving the previous additions and adding another seven rooms, storerooms and linen closet. The building was subsequently torn down and the Turner Motel and Cafe now occupies the site.

Tourism has resulted in the establishment of 13 hotels or motels in Heber. These businesses, their addresses and proprietors are as follows: Hilton Motel, 516 N Main, D. L. Hilton; El Rancho, 488 N. Main, Forest Hancock; Heber Motel and Cafe, 230 N Main, Ben Sumbloom; Hi-Way Hotel-Motel, 167 N. Main, Mr. and Mrs. Wilbur Mawhinney; Turner Cafe and Motel, 190 N. Main, Gordon Mendenhall; Aloma Motel, 90 N. Main, Mrs. Alice Ashton; Ken Lona Motel, 123 S. Main, Kenneth Durant; Town Motel & Service Station, 137 S. Main, Ray Smith; Hi-Way Motel, 135 S. Main, Wilbur Mawhinney; Beautiful Heber Valley Motel 587 S. Main, Camille Miller; Mac's Motel, 670 S. Main, T. K. McNaughton; Wasatch Motel, 875 S. Main, Leon Ritchie; and Hub Cafe and Motel, junction of Highways 40 and 189, Wesley Walters.

For travelers as well as townspeople, Heber also has five restaurants and several drive-in eating establishments.

RETAIL MERCHANDISING

Retail stores were at first unsuccessful in Heber City because of the lack of money in the valley, the limited stocks and the great distances involved in bringing in merchandise.

J. Ross offered goods for sale in a cabin on Jessie Bond's lot in Heber, and was followed by Snyder and Company from Wanship who used William Davidson's cabin. William Jennings took over the trade when Snyder and Co. withdrew and John Witt began a merchandising venture. All these attempts were made within a three-year period and failed.

In December of 1867 Abram Hatch, a successful merchant from Lehi, came to the valley as the first bishop of the new Heber Ward. He brought with him his inventory from Lehi and set up a store in his home, located on Main Street and First North. Mrs. Hatch and a son, Joseph, operated the store until 1882 when a new building was erected at Main and Center Streets and the store was organized as A. Hatch and Company. Joseph Hatch became manager and served for many years.

This new business venture benefited from the flow of money into the valley through John Witt's oat contract with the stagecoach line, and proved to be the first permanent successful business firm in the valley.

The chief competitor to A. Hatch and Company came into being as a result of railroad activity in Utah in 1868-69. Mark Jeffs, a convert to the Church from England, worked on the railroad crews that built the lines in Utah and successfully saved \$70.

He invested this money in merchandise in Salt Lake and came to Heber where he opened a store in a log cabin on Main Street. He measured calico on a bed and wrapped it on a chair. Scales were kept on a window ledge. Through sound business judgment, Mr. Jeffs was able to expand his business into a building one block west of Main Street